



Desco

**STORE FRONT
CONSTRUCTION**

DETROIT SHOW CASE CO.

DESCO FEATURES

WHEN you study the superior qualities of DESCO, you'll welcome this modern Store Front Construction. You'll find it an aristocrat, decidedly, in design and construction . . . a commoner in initial expense . . . and a miser in upkeep cost. Built to stay in style and to stay in service. Compare DESCO and DESCO features!

METALS and FINISHES

ALUMILITE • For a white metal finish we recommend Alumilite. This modern finish has a soft, pleasing tone and is whiter than the standard aluminum alloys. It is permanent . . . and has a richer, more refined appearance than many of the bright, shiny metals. Also the Alumiliting process hardens, as well as whitens the metal, so that it cannot scratch easily. And it does not show fingerprints—a feature practically unknown in other metals and finishes. With all of these advantages it is comparatively inexpensive.

POLISHED AND SATIN FINISH ALUMINUM ALLOY • These

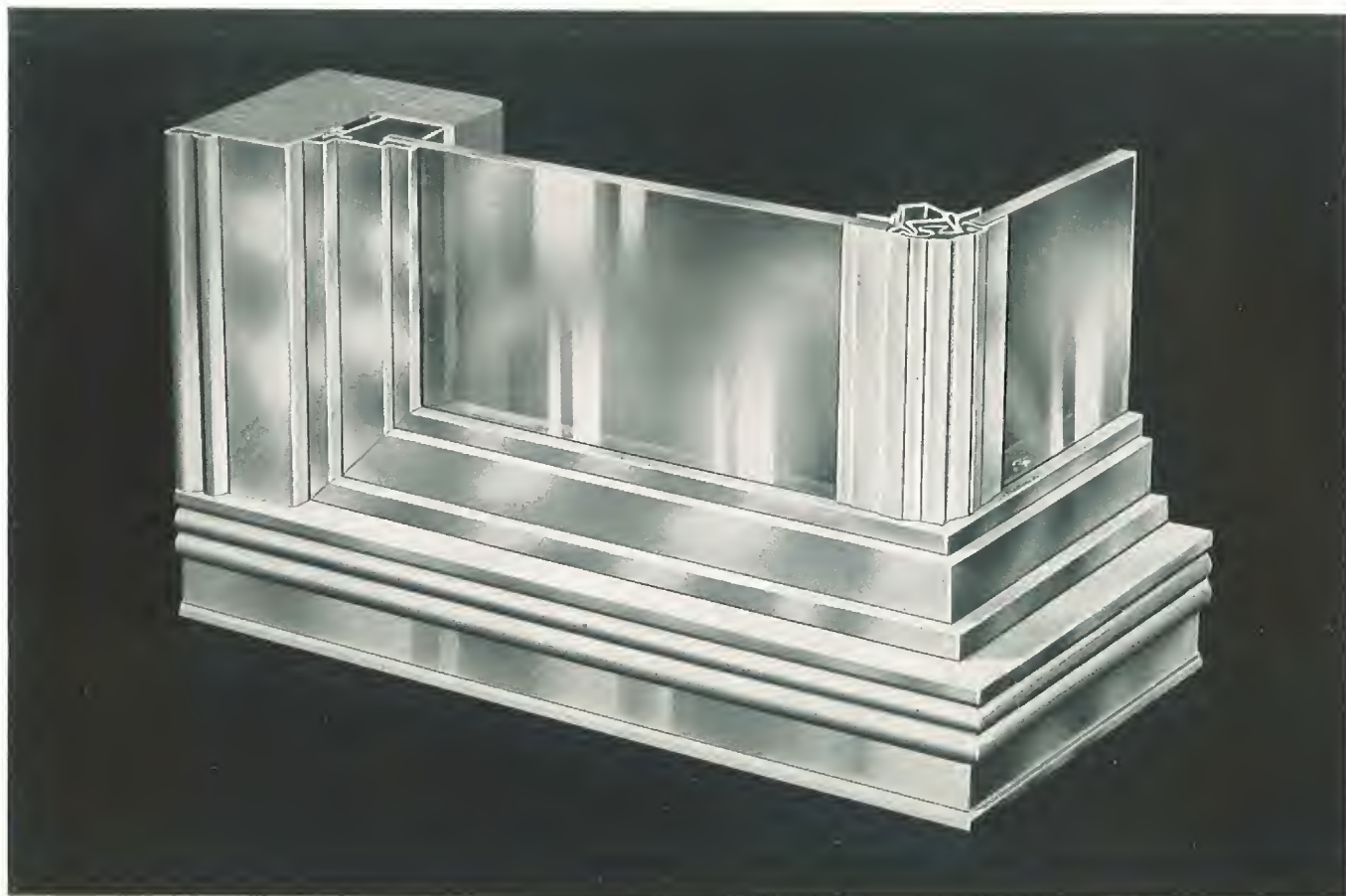
are standard finishes for which there is no extra charge. The polished finish is somewhat more popular for the reason that it is easier to keep clean. Satin finishes look attractive, especially when new, but the tendency to accumulate dirt—emphasized by the white background—calls for more frequent cleaning. In either case, the metal will not rust.

BRONZE METAL FINISHES • Bronze metal is furnished in polished or satin finish, without additional charge. Light, medium or dark statuary finishes, at nominal extra cost.

COPPER • Same as for bronze, except that copper cannot be furnished in extruded shapes . . . rolled only.

DESIGN ASSISTANCE

We will be glad to co-operate with architects in designing any type of store front. Our years of experience in planning store fronts of various kinds in all parts of the country well enable our field men to give reliable consulting service. Full size details showing various DESCO combinations sent to architects on request.



. . . and TYPES OF *Desco* SETTINGS

NO. 616 EXTRUDED METAL SASH BAR . . . 600 Line

This sash, while truly modernistic, is also neat and graceful in appearance. It is well balanced. Its lines are sharp, clearly defined . . . harmonize with any type of architecture. Can be used either as a self-supporting sash or with wood backing.

CONCEALED FASTENINGS . . . Exclusive Advantages found only in DESCO

DESCO Concealed Fastenings are simple, unique, fool-proof . . . eliminate previous faults. Only two essential members—and these are heavy extruded metal, not easily bent or distorted. No light-gauge stamped metals are used. The extruded cam, concealed inside the gutter, is raised and lowered by means of a flange screw. Action is positive in both directions, cannot become "frozen." The cam engages an extruded draw-bar on the face piece, so that merely turning the screw tightens or releases the outside member. This is the whole operation . . . economical, efficient.

NO LOST SCREWS. The screws are so arranged that they cannot be removed—thus facilitating installation and completion of job.

GLASS CANNOT BECOME LOCKED IN SETTING . . . caused by settlement or shifting of glass from vibration. The moving parts are so placed that nothing can prevent their functioning. This avoids waste of time in making replacements.

TIGHT JOINTS

DESCO insures tight joints between sash and sill and jamb . . . an important feature. The tighter the screw is drawn, the tighter the face member hugs down to the sill or jamb. Where granite, glass or marble base is used, this tight joint is highly essential . . . as it prevents water seeping in at this point.

TAKES GLASS $\frac{3}{8}$ TO $\frac{1}{2}$ -INCH THICK

And regardless of the thickness of glass, the face member remains constant, in a vertical position . . . does not lean over . . . insures accurate mitering and a true job.

SOFT GRIP ON GLASS

Grip is soft and velvety. The strong, substantial gutter affords an even distribution of pressure at all points. This avoids the common fault of pressure in front of the screw—where breaks most frequently occur. Resiliency in front member and adjusting brackets eases the shock. This is the newest, most logical method of insuring a safe setting for glass . . . there is no fixed point where the glass is most apt to snap.

NO. 116 SASH . . . with Extruded Face and Rolled Gutter . . . 1100 Line

No. 116 differs from No. 616 in that it has an extruded metal face . . . and a rolled gutter. Its working parts are the same. Has the same principle of cam and draw-bar mechanism . . . which always works, whether on installments or replacements.

This sash is designed for those who prefer the resilient gutter . . . and a more reasonable price.

NO. 126 SASH BAR . . . 1200 Line

This is the standard outside-set type . . . with extruded face and rolled gutter. Screws through from the face into the wood. Although sash bars with concealed fastenings are more popular today, this type of setting—the outside-set—has been in use for many years and has proved its worth.

No. 126 is more reasonable than either No. 116 or No. 616. In aluminum alloy, the price is the same whether rolled or extruded face is used. In bronze, the extruded face is slightly higher.

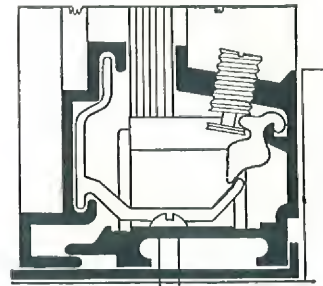
NO. 26 SASH BAR . . . 200 Line

Similar in all respects to No. 126 . . . except that both face piece and gutter are rolled metal. The lines, naturally, are not as sharp. The only essential difference is the face piece . . . it is .040 metal, as against .050 metal in the extruded.

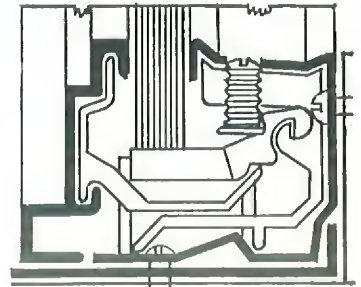
This substantial setting has been used for years with complete satisfaction by most of the leading chain stores. It is recommended where economy of cost is a ruling factor.

NO. 81 SASH BAR . . . 800 Line

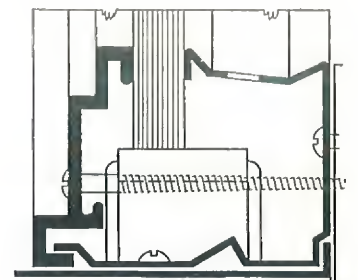
This sash is especially recommended for those who prefer curved and moulded effects. With the exception of the profile of the face member, it is identical with No. 26 . . . with rolled face and rolled gutter. It is outside-setting, of course.



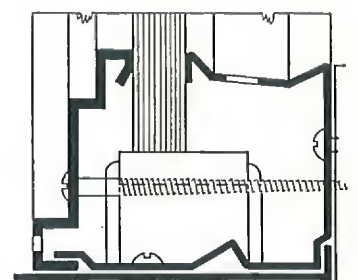
DESCO Setting . . . No. 616
U. S. Pat. No. 2,087,515



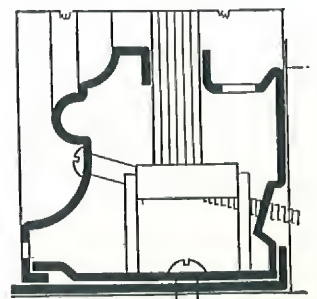
DESCO Setting . . . No. 116
U. S. Pat. No. 2,087,516



DESCO Setting . . . No. 126



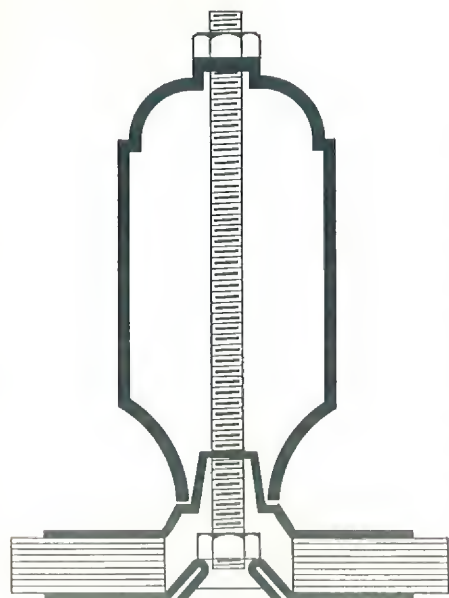
DESCO Setting . . . No. 26



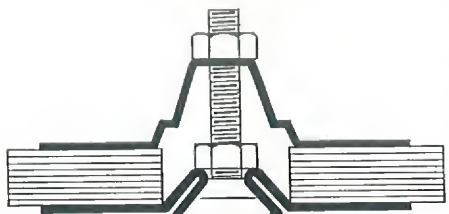
DESCO Setting . . . No. 81

FULL SIZE SECTIONS of

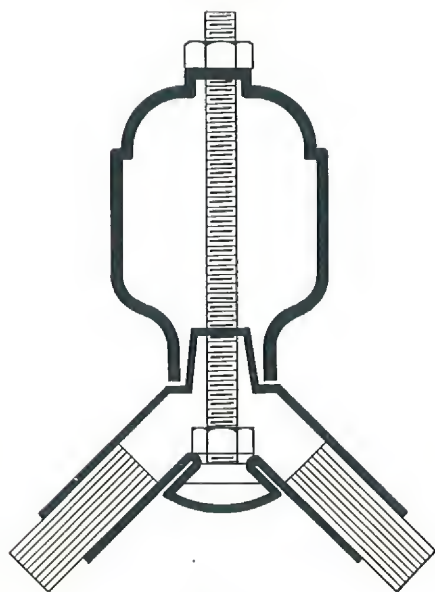
Desco BARS



DES
CO
Corner Bar,
No. 183XXH



DES
CO
Corner Bar,
No. 183



DES
CO
Reverse Corner Bar
No. 184XH

FIXED ANGLE CORNER BARS . . . Rolled

DESCO Fixed Angle Corner bars, both regular and reverse . . . likewise the Dividing Bars . . . offer exceptional strength and durability with the least possible glass displacement. And, in addition, DESCO Bars are unusually trim and modern in their appearance . . .

The face member is moulded from one continuous piece of metal, rather than built up of two or more pieces. This eliminates any possibility of its working loose. There is no chance of open seams—to weaken the bar and mar its appearance. Note the exceptionally deep rabbets—full $\frac{3}{8}$ -inch. Note, too, the shoulder which prevents the glass working up against the screw and causing breakage.

The inside member, or spring back, is so constructed that the fastenings may be tightened firmly . . . without fear of breaking the glass . . . and with full assurance of affording ample resiliency. For glass of various heights and sizes, we recommend, the H, XH and XXH Steel Reinforcing Channels . . . finished to match the metal on the job.

UNIVERSAL CORNER BARS . . . Extruded

The DESCO Universal Corner Bar—also a Dividing Bar—operates like a hinge. It has a range from 85 to 180 degrees . . . and is adjustable to any angle within that range. It is also made for use as a Reverse Angle Bar.

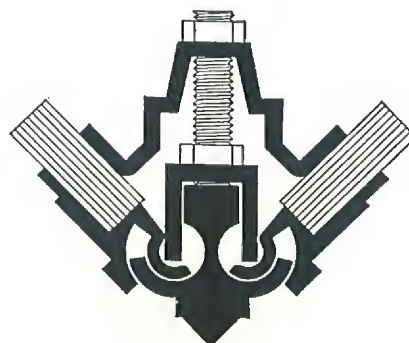
The bar is built of heavy extruded metal—except the inside stop, or spring back, which is rolled. The leaves of the hinge are held firmly in place by small grooves which mesh into each other as the lock-nut is tightened.

To change the degree, just loosen the lock-nut, swing the leaves to the desired splay, tighten lock-nut, and the bar is ready for use. The advantage over fixed angle bars . . . made 90, 100, 110 and other standard degrees . . . is readily seen. Not only will the DESCO Universal fit any angle, but it fits perfectly. It gives a uniform, continuous bearing against the glass for the full depth of the rabbet. This has the effect of steadying the glass and preventing excessive vibration.

With the DESCO Universal, it is impossible to send the wrong angle to the job. No delays, no lost time. The DESCO Universal always fits—regardless of angle. And—another feature—it makes an equally fine 180 degree dividing bar!



DES
CO
Corner Bar,
No. 182H



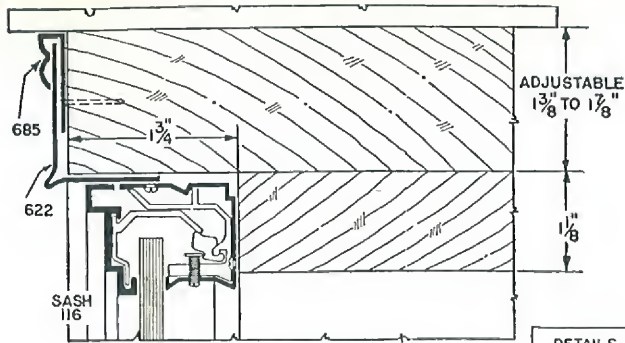
DES
CO
Universal Corner Bar,
No. 682

Desco

DESCO 1100 LINE STORE FRONT CONSTRUCTION

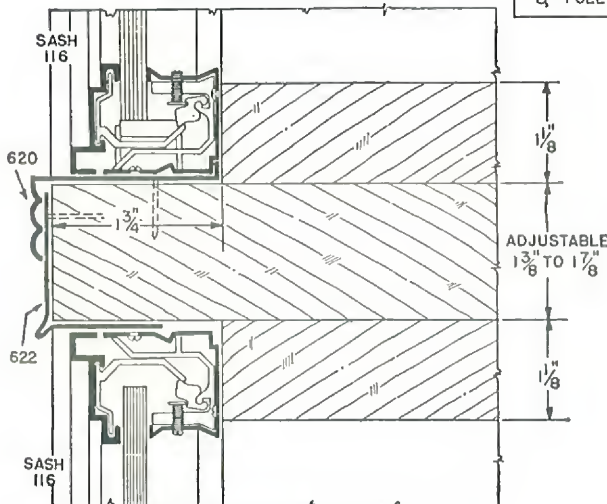
EXTRUDED AND ROLLED SECTIONS IN ALUMINUM AND BRONZE

PLATE I

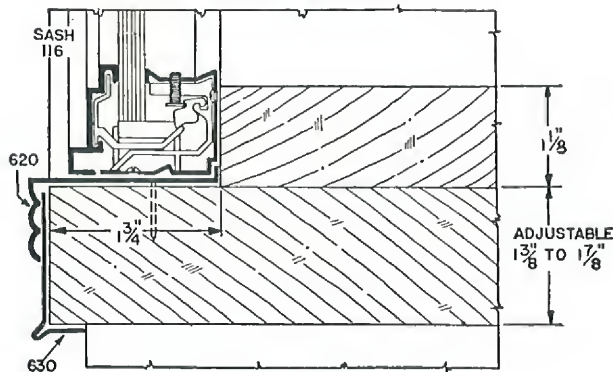


HEAD JAMB NO. 726

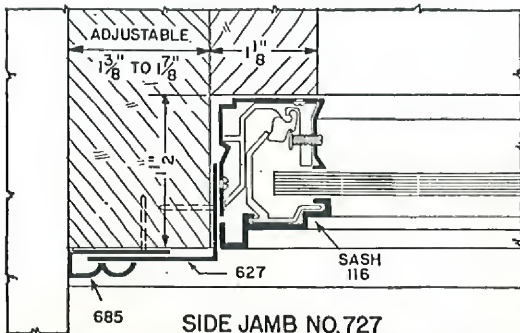
DETAILS HALF
& FULL SIZE



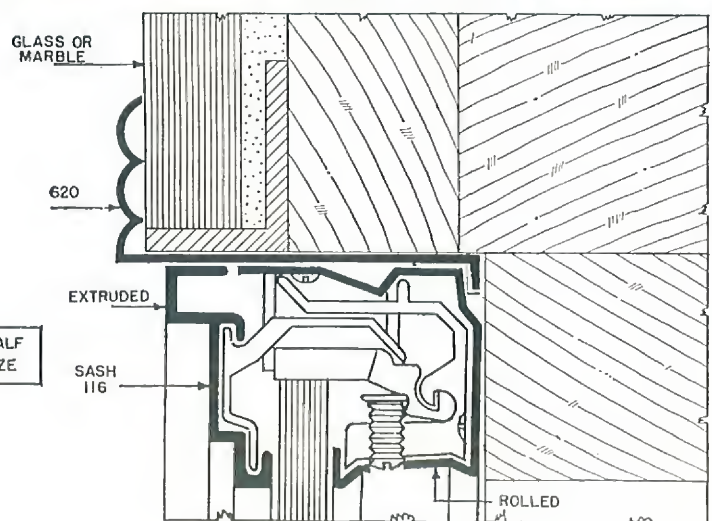
TRANSOM BAR NO. 722



SILL NO. 720

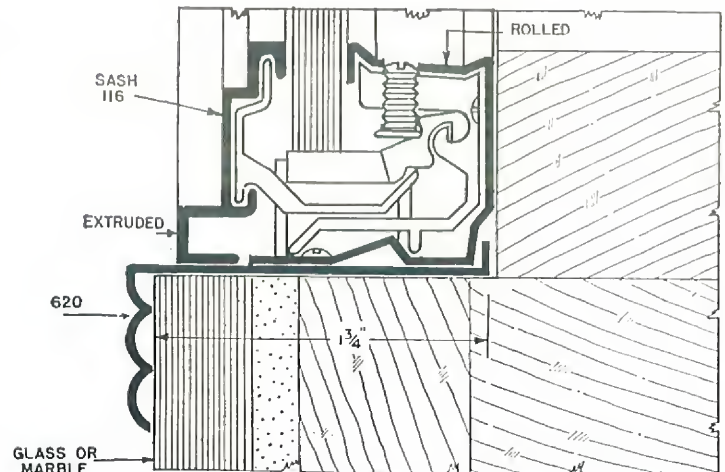


SIDE JAMB NO. 727



FULL SIZE VERTICAL SECTION
THROUGH HEAD AND SILL

NO. 116 SASH - NO. 620 COVERING
STRUCTURAL GLASS
OR MARBLE
ALL AROUND



BULL NOSE SILL COVERS

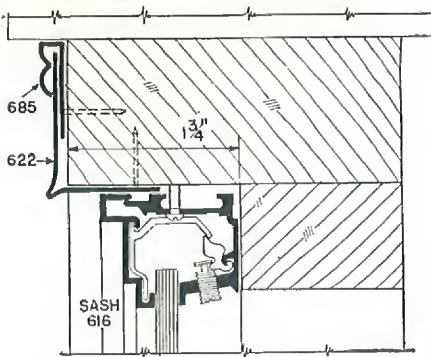
NO. 619 - EXTRUDED - .050" THICKNESS
NO. 119 - ROLLED - .040" THICKNESS

Desco

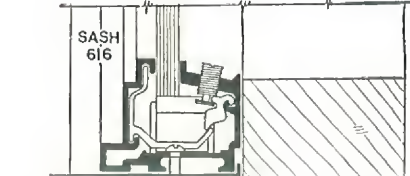
DESCO 600 LINE STORE FRONT CONSTRUCTION

EXTRUDED AND ROLLED SECTIONS IN ALUMINUM AND BRONZE

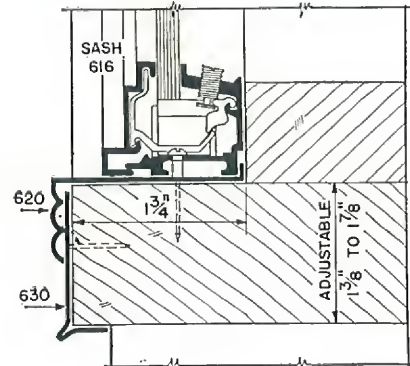
PLATE 2



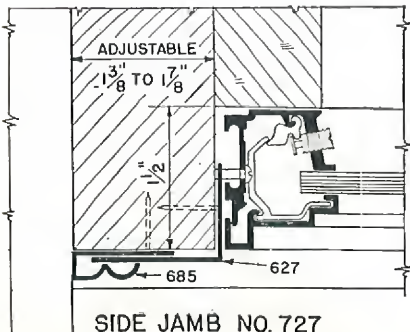
HEAD JAMB NO. 726



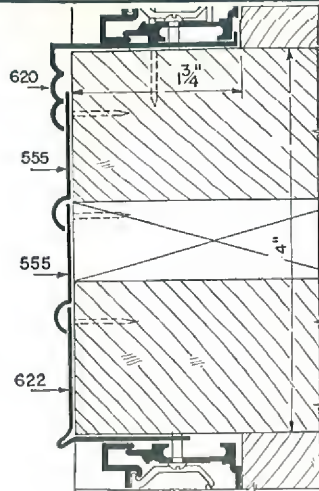
TRANSOM BAR NO. 722



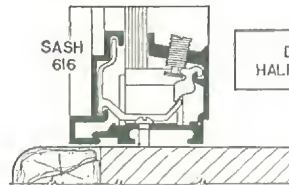
SILL NO. 720



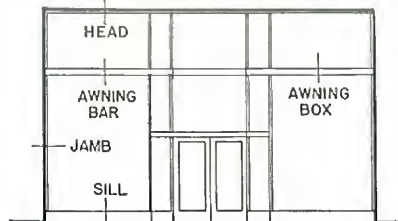
SIDE JAMB NO. 727



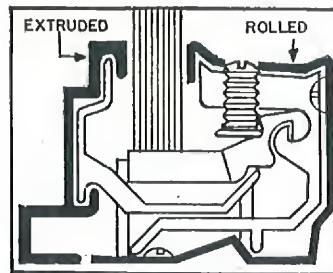
TRANSOM BAR NO. 724



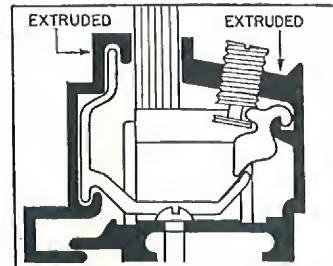
SELF SUPPORTING SASH



KEY ELEVATION SHOWING WHERE SECTIONS ARE TAKEN

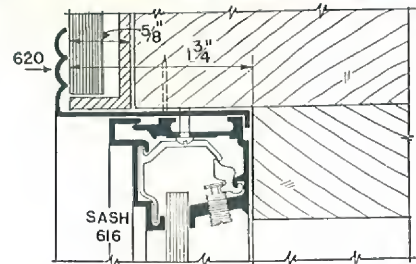


SASH NO. 116 FULL SIZE

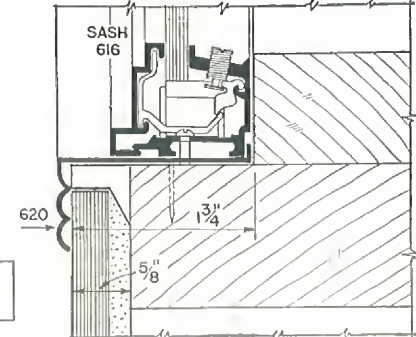


SASH NO. 616 FULL SIZE

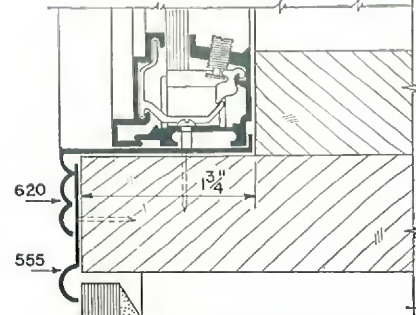
EITHER OF THE ABOVE SASH MAY BE USED IN ANY OF THE CONDITIONS SHOWN BY DETAILS ON THIS DRAWING



HEAD



SILL



SILL - WITH FILLER STRIP



New Desco Polished Bronze Store Front for "Peggy Ann" on Grand River Ave., Detroit.

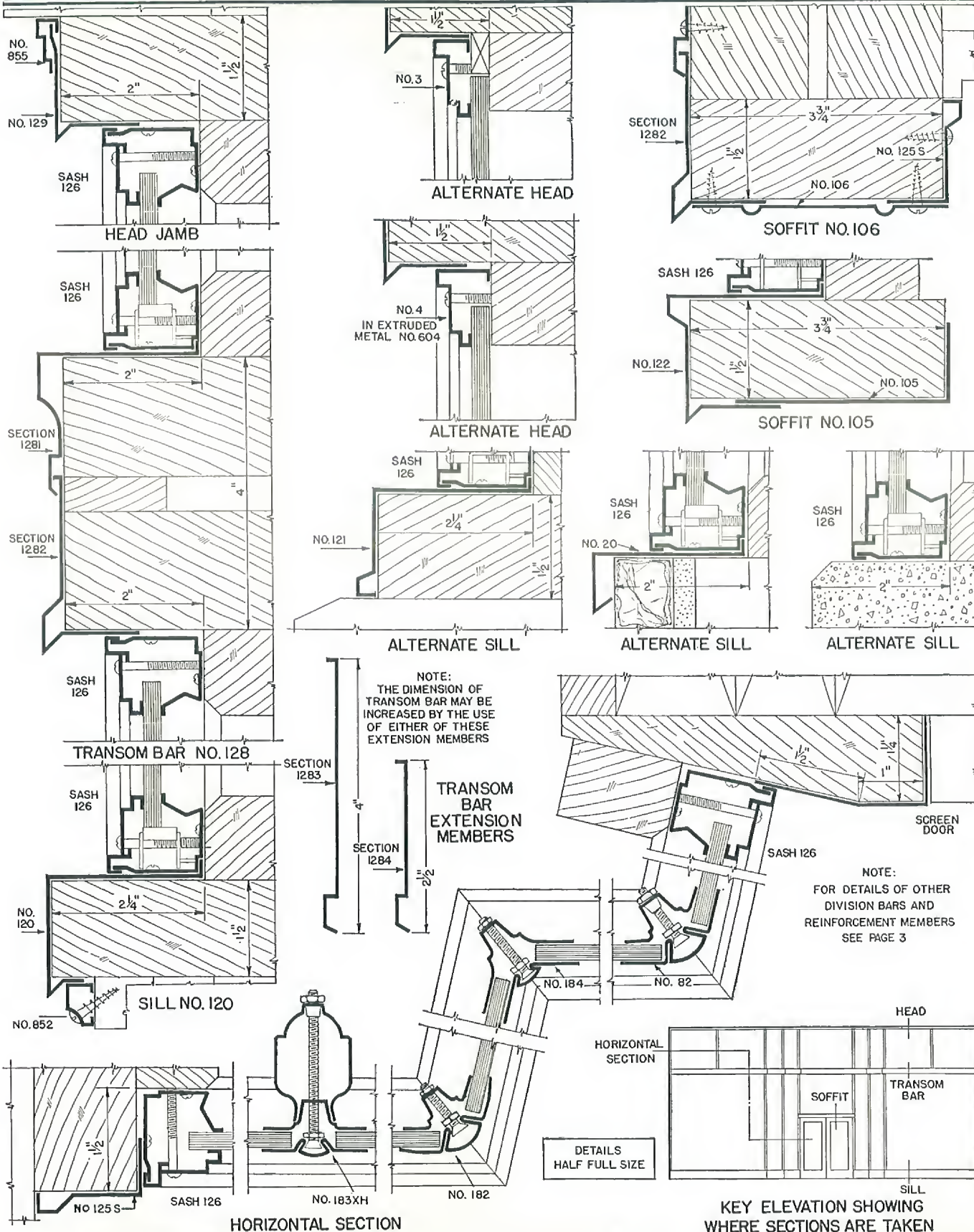
Desco

DESCO 200 LINE STORE FRONT CONSTRUCTION

SOLID BRONZE, SOLID COPPER OR ALUMINUM

ANY FINISH DESIRED

PLATE 3



DETROIT SHOW CASE COMPANY

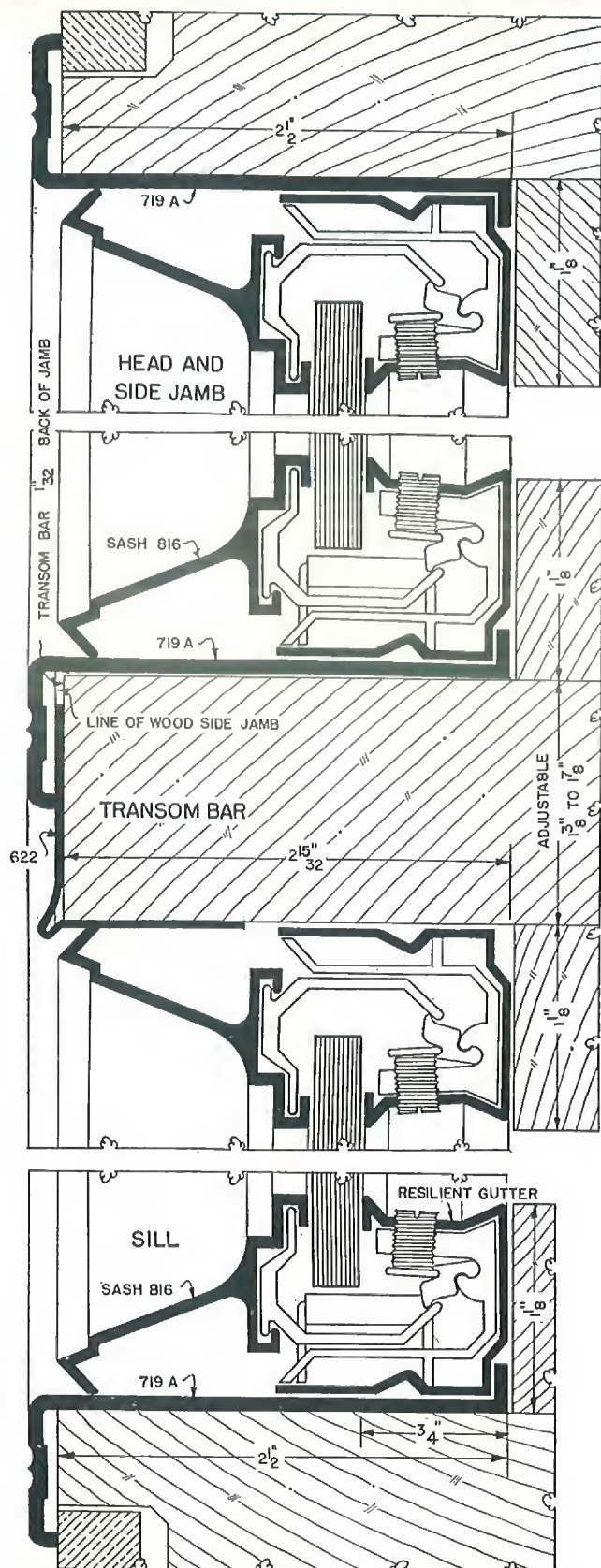
DETROIT, MICH.

Desco

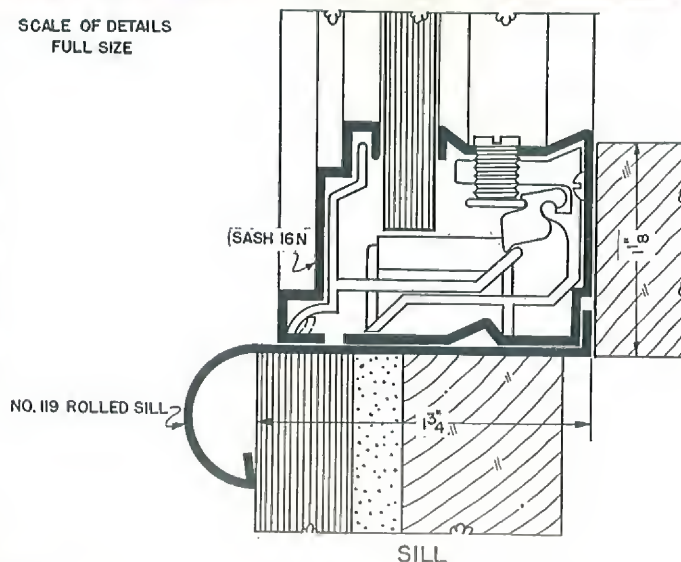
DESCO STORE FRONT CONSTRUCTION

EXTRUDED AND ROLLED SECTIONS IN ALUMINUM AND BRONZE

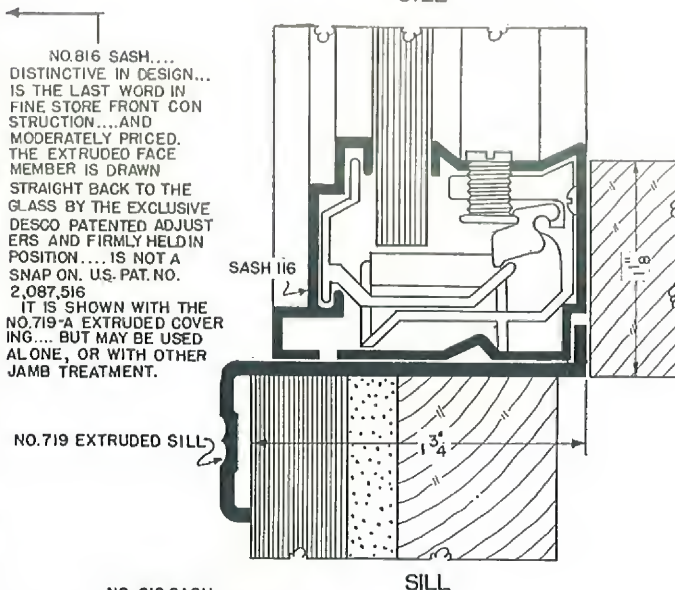
PLATE 4



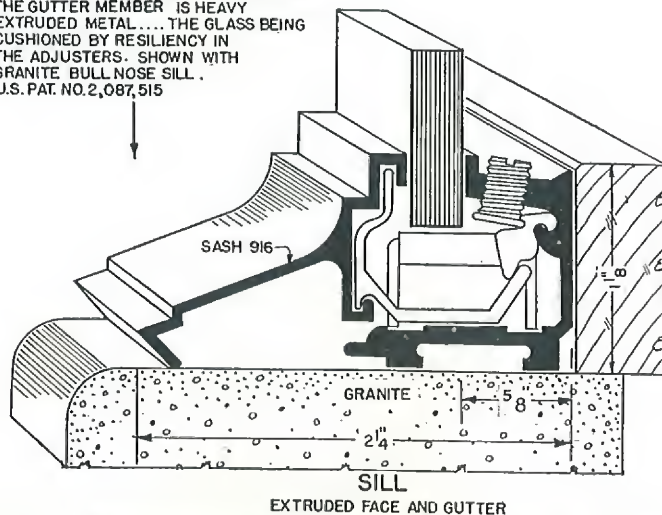
SCALE OF DETAILS
FULL SIZE



NO. 816 SASH....
DISTINCTIVE IN DESIGN...
IS THE LAST WORD IN
FINE STORE FRONT CON-
STRUCTION...AND
MODERATELY PRICED.
THE EXTRUDED FACE
MEMBER IS DRAWN
STRAIGHT BACK TO THE
GLASS BY THE EXCLUSIVE
DESCO PATENTED ADJUST-
ERS AND FIRMLY HELD IN
POSITION.... IS NOT A
SNAP ON. U.S. PAT. NO.
2,087,516
IT IS SHOWN WITH THE
NO. 719-A EXTRUDED COVER
ING.... BUT MAY BE USED
ALONE, OR WITH OTHER
JAMB TREATMENT.



NO. 916 SASH....
SIMILAR TO THE NO. 816.... EXCEPT THAT
THE GUTTER MEMBER IS HEAVY
EXTRUDED METAL.... THE GLASS BEING
CUSHIONED BY RESILIENCY IN
THE ADJUSTERS. SHOWN WITH
GRANITE BULL NOSE SILL.
U.S. PAT. NO. 2,087,515



DETROIT SHOW CASE COMPANY

DETROIT MICH

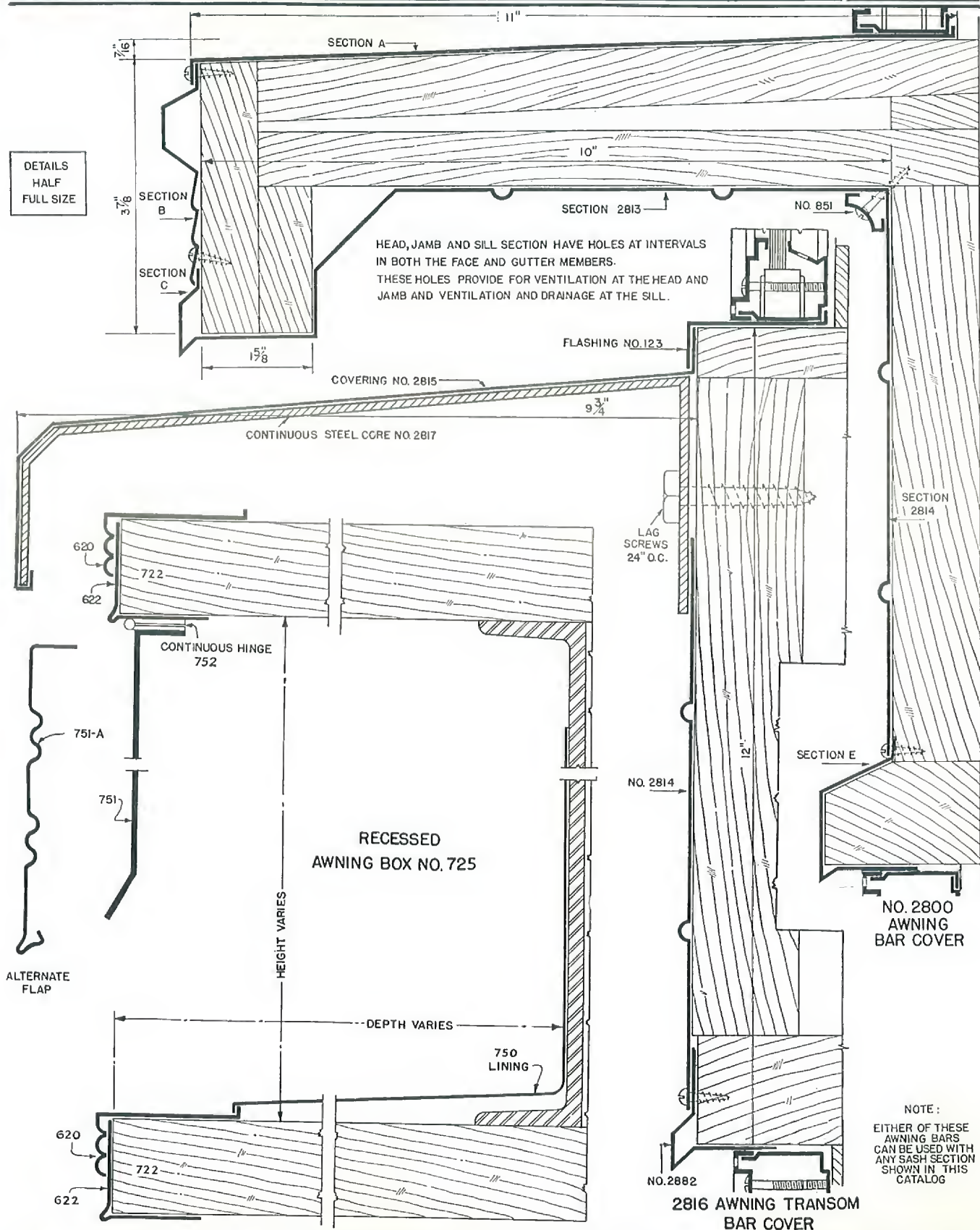
Desco

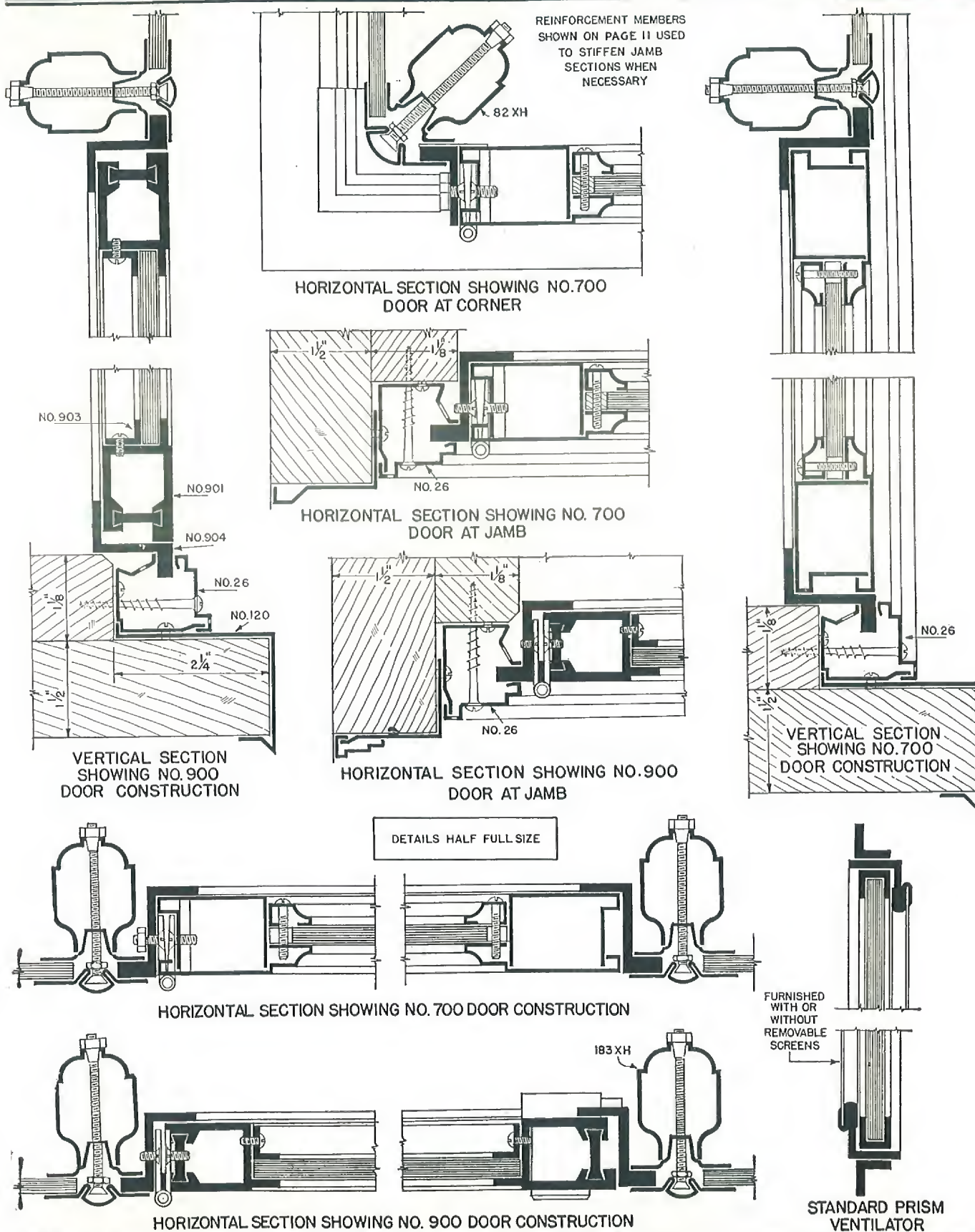
DESCO200LINE STORE FRONT CONSTRUCTION & AWNING BARS

SOLID BRONZE, SOLID COPPER, OR ALUMINUM ALLOY

ANY FINISH DESIRED

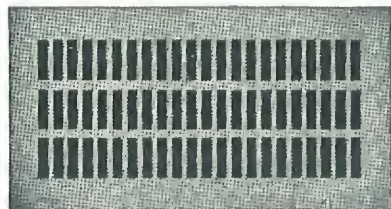
PLATE 5



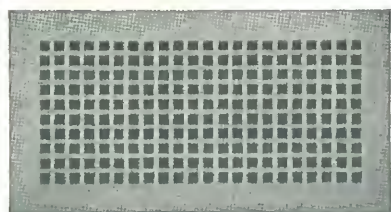


ACCESSORIES for

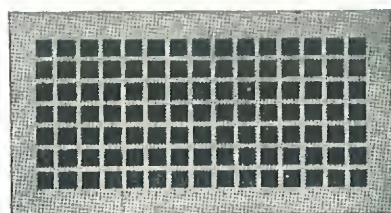
Desco STORE FRONTS



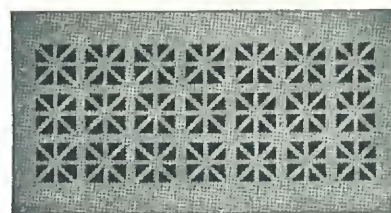
DESco Grille . . Type 1



DESco Grille . . Type 2

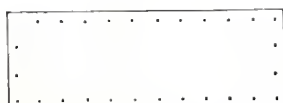


DESco Grille . . Type 3



DESco Grille . . Type 5

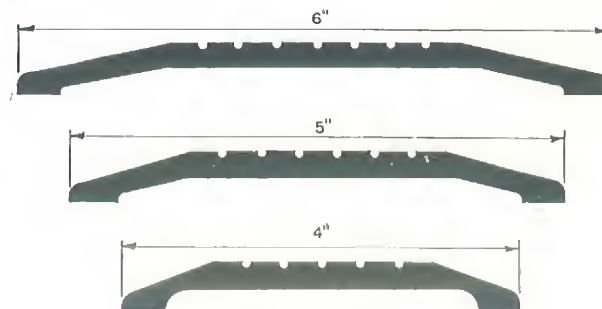
DESco Grilles . . . in Bronze,
Aluminum and Alumilite
Standard Sizes: 11 x 15, 18 x 9, and
24 x 10 inches



Kick Plate

Standard Heights: 10, 12, 14
and 16 Inches.
Any Length—16 Gauge

Accessories — including mouldings, grilles, plates, thresholds, setting blocks and reinforcements—meet the same high standards of quality of material and fineness of workmanship that have always characterized DESCO products.



Threshold Plates
in Bronze and Aluminum



Type XXH



Type XH

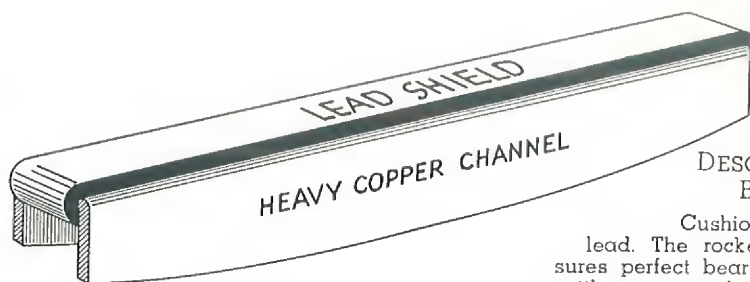


Type SXH



Type H

Reinforcements for
Division Bars
See Plate No. 3 for
Division Bars



DESco Setting
Block

Cushions the glass in
lead. The rocker channel in-
sures perfect bearing in case of
settlement or other irregularities
. . . avoids glass breakage.

Installation . . .

In every principal city throughout the country there is an authorized Desco Dealer or Distributor ready to assist Architects in planning windows of new stores . . . or remodeling facades of old buildings. These dealers and distributors carry a complete stock of Desco Store Front construction and are equipped to handle any installation.

In New York City we maintain our own corps of skilled mechanics, thoroughly experienced in the erection of Desco Fronts. Consequently—in the Metro-politan area—we are able to shoulder the entire responsibility of the in-stallation . . . watch every detail of the erection . . . follow the job through to completion. We, likewise, are able to estimate on work delivered and set-up complete.

For samples, details and prices, we earnestly request Architects to contact our nearest dealer or distributor. Our fieldmen in these offices will be glad to co-operate in planning any type of work. No obligation, of course.



Another Whelan Store in Mid-town New York . . . 42nd St. and 8th Ave. . . . uses Desco Store Fronts . . . Chas. Herman Contracting Co., Builders . . . Robert A. Fash, Architect

Desco

DETROIT SHOW CASE COMPANY

1652-1694 WEST FORT STREET

DETROIT, MICHIGAN

NEW YORK OFFICE: 103 PARK AVENUE, NEW YORK, N. Y.